

2016 SelectUSA Investment Summit
“Know Before You Go” EDO Conference Call
March 15, 2016
2:00 pm EST

Bill Burwell: Thank you (Michelle) and good afternoon everybody. Welcome to the Know Before You Go Call for the [SelectUSA Summit](#).

I just wanted to go through a quick agenda about what we'll be covering today and there will be plenty of time for question and answer at the end of the call. We're going to walk through an update on the exhibition hall, the exhibitor and sponsor registration options, EDO spin off calendar, State and Local Night, and opportunities to highlight success stories from your states. Then we'll break into a Q&A at the end.

Thank you again for your interest in participating this afternoon. As of today we have about 522 applicants for the Summit. This is growing daily and well ahead of the curve as to the point we were last year at this time prior to the Summit. So the participation for this year's Summit is taking off rather strongly. We do have very strong representation from all of our state and territory entities in terms of either registering to be participating in the event or as an exhibitor. And we'll provide some more details of that in a few minutes.

I'd like to jump next into the exhibit hall updates. Our attendee numbers are in great place and increasing for this aspect of the event too. We have 149

confirmed international firm attendee so far, 141 confirmed U.S. EDO attendees, and then we have several hundred that are in the process of being vetted and confirmed. As of last week the breakdown of the exhibitor participants from the 56 states and territories include 32 official state EDOs, five regional EDOs and nine states who were sending representatives as participants and only a few states - about ten states or territories - who have not yet registered. So we may be reaching out to you proactively in the next couple of weeks for those 10 or 20 states looking to see if we can encourage you to become an exhibitor in one form or another.

We are holding space for official EDOs to be [exhibitors](#). We are holding exhibit space until April 18. So if your state is one of those states that has not yet confirmed to be an official state EDO exhibitor, we would like to get that confirmation by the 18th so we can release or confirm that space and make it available to other parties. It's a priority for Select USA to have the official state EDOs be properly represented at the Summit.

In addition to exhibiting EDOs can also apply to be a [sponsor](#). And as of today we have sponsorship availability for a few diamond, platinum, gold, and silver packages. We have a mobile app sponsorship, a reception sponsorship, a charging station sponsorship, and a few opportunities left for meals and breaks. And all of these [sponsorship opportunities](#) are highlighted and explained on the website and they each have a variety of price points at various levels. And so we would encourage you - if you would like to increase your visibility from that of an exhibitor to a sponsor that you would check those out.

The [sponsor and exhibitor prospectus](#) is available on the website as well and it gives the complete breakdown of information about what's included in each package, how many tickets are included, how many packages are sold, and

what's still available. And for some of the EDOs we know this has been an issue or a question as to how many logos you can have as part of your representation and we are able to offer two logos for your booth. So if an EDO has a partner EDO entity that you would like to highlight, we can do up to two logos.

The [Agenda at a Glance](#) is currently available on the Summit website and it includes general programmatic events and times. Keep in mind it's just a working agenda at this point. We are working as quickly as possible to get the next round of information available in terms of session topics, timing, and explanations. But that is a lengthy process for us to get done and we're trying to get it done as soon as possible. Please bear with us that we only have a preliminary agenda there; we will be sending it out in the next few weeks.

The other point that I wanted to reference on the agenda is that we have highlighted the networking time for the exhibit hall. We're trying to increase the amount of time participants can spend networking among the exhibit booths. At this point I'll turn it over to (Juli) who will cover some of the exhibitor sponsor registration options.

(Juli Kreko): Thank you so much, Bill and thank you everyone for joining us on this call today. I'm going to be reviewing the exhibitor sponsor registration portal which will be live this week. This is a portal where you will register your booth personnel and manage your group registration. I did want to note that this is separate from the sponsor and exhibitor application site and you will have access to this portal after your application to exhibit or sponsor has been approved.

Details are listed on the portal but it's important to note that there are three types of booth personnel registration. These include Booth Personnel Only,

which we also refer to as Exhibition Hall Only passes. To note, these passes do not include access to the Investment Summit, Summit meals, plenary sessions, breakout sessions, or the matchmaking platform. However, two complementary Booth Personnel or Exhibition Hall Only passes are included per booth no matter the size.

There are also options for Booth Personnel plus Matchmaking. If you would like to add on matchmaking to a booth personnel staff pass it is \$155. If not, if you would like to add another booth personnel pass and matchmaking it's \$350.

The third option is full Summit access which is \$725. It is full access to the Summit including all of the sessions, meals, and matchmaking.

We did want to also note in addition to the two booth personnel that are included with the exhibit or sponsor package you can also add additional booth personnel only for \$195 per person. And booth personnel can also add the academy as well which is on Sunday, June 19 for \$150 per person. Again all that information will be on the exhibitor sponsor portal which will be live this week. I'm going to pass it over to my colleague (Hope) who will be covering the [EDO Spinoff Events calendar](#).

(Hope Grauel): Hello everyone. Just a quick reminder on what these are - the spinoff events. This calendar is a platform for us to advertise EDO spinoffs to investors. But we are a neutral platform and it's strictly for promotional purposes. Right now we have close to 20 events listed on the calendar which you can find underneath the [Agenda tab](#) on the Summit website.

If you have already requested to post an event and it has been approved you can edit that event via the link in your approval email. If you have not

submitted an event yet but would like to you can just go to the website and you go to the Exhibit and Sponsor tab and you will find directions, FAQs, as well as who to contact to request space at the Hilton Hotel for your event should it fall on the Summit dates. If you have any questions about this please email your portfolio manager and if you do not know who that is you can email SUSAEvents@trade.gov.

(David Campbell): Good afternoon everyone. I want to talk about State and Local Night. That is a great opportunity for our state and local partners to showcase their booths and to continue the conversations that they're having with prospective investors and other attendees and stakeholders during the day into the evening hour - a little more social time to continue the conversation.

State and Local Night is Monday, June 20. This is an opportunity as I mentioned for participants to continue to tour the exhibition hall and to visit your respective boots as well as booths of sponsors. Plus the official U.S. government pavilion (USG pavilion) that we will have with some of our USG partners that also work on economic and investment issues. It's a time to network and continue the conversation you had during the day. Light refreshments are available for everyone however as exhibitors choose they can have many receptions at their respective booths highlighting local experience, local culinary tastes. Rules on paying for and reserving and ordering food and beverage requests will be forthcoming from the team.

We're also trying to coordinate events that are off-site. And so there's recommendation that this evening Monday, June 20th be the night for off-site collateral EDO events after the State and Local Night has concluded at the event site (at the Washington Hilton on Dupont Circle). That would be at roughly 7:30 PM or later for coordinating and scheduling purposes. If you'd like to request and reserve space at the hotel for this purpose please contact

Laurie Powell. Her telephone is 703-740-1940 and her email lpowell@eventpower.com. And with that I'll turn it over to Felicia or Seth to talk about your awesome success story.

Felicia Pullam: Great. This is Felicia Pullam here. As you can tell we're keeping it moving with a lot of people so we can keep everybody awake and also so you can get to know us all a little bit more. So we mentioned this on a previous call, but this is really important because we want to make sure that we really tell the story of the United States to all of the attendees who are coming as well as the many companies that we can reach through the embassies and consulates abroad. We're looking for three different kinds of success stories that we can share with participants.

Number one would be FDI success stories - so just any kind of story. It doesn't have to do with SelectUSA or the Summit, just any story of a company that has successfully invested sometime within the last year in the United States. And the idea behind the story would just be to show the companies from that particular country or that particular industry can be successful and also to show some of the reasons that companies selected the United States. We want to make sure that we get a broad geographic representation both from the countries they're coming from as well as the destinations across the United States.

The second type of story would be success stories related to SelectUSA. If you have a client that has invested in your location and you met them at a SelectUSA event, please let us know. Or, if you work with SelectUSA or the Department of Commerce in some other way, we'd love to hear about that and highlight that.

And then the third is actually the new announcements or signings. So if you're working on a deal - which we understand needs to be kept very quiet and very confidential - if you're working on a deal and there's a chance that you could arrange for that to be signed at the Summit or announced at the Summit then that's something we'd very much like to talk to you about and see if we can make it happen. We can't always guarantee that we'll highlight everything. It really depends on kind of the mix that we get but we really are looking for good content to feature. And we've got some good ones so far but we want to keep the word out there.

So, the way that we can share success stories would be through social media - Twitter - and ultimately on our [website](#). We can do blog posts and email blasts. We can include it in talking points for senior officials. Ideally we could include it on the stage at the Summit, in the press room, or in the Summit press kit - the fact sheet which will be issued by the Department of Commerce and probably also the White House. So that's a good audience of international investors and international and national journalists. So we think that for many locations that could be a great way to shine the light on your work. I'm going to turn that over to Seth who's going to talk about how we're actually collecting the stories.

Seth Isenberg: Thank you. Yes so basically we're trying to make this as easy and painless as possible to capture this information. So what I would ask you to do is please email me at Seth.Isenberg@trade.gov.

If you didn't get that you can email SUSAEvents@trade.gov and they will forward it to me. Then I'll send you about ten questions to answer. I'll send it to you also via an Excel file. If you have problems filling that out you can answer by email and that'll be fine. We're basically trying to capture information about the investment point of contact - making sure we have your

permission to publicize it. Obviously if it's an upcoming deal, we will make sure it's confidential until the point of announcement. And then that's it. And that's really it and we'll make sure to keep in touch if we have any additional comments.

We're looking to receive and compile this information by April 9. That's in order to give us time to have things potentially ready for Hannover Messe. But that's really for more of the existing FDI investments. If you have something after that or if there's an upcoming deal and you're only going to know closer to the actual time of the Summit in June it's perfectly okay to send these things afterwards. And honestly either way it's okay to send me things afterwards. But if it's something that you potentially would like to have used for Hannover Messe, then April 9 is really important for that.

Bill Burwell: Thank you Seth. We have run through this agenda really quickly to provide a lot of time for Q&A and if there's anything that we've discussed that it is not clear around the first pass please bring us back to it and we'll elaborate. Otherwise we could just take general questions right now.

Coordinator: Thank you sir. At this time if you do have any questions or comments please press Star 1 followed by the Number 1. Please state your first and last name when prompted. Again please press Star 1 if you do have any questions. One moment please. (Laura Jarrellski) you may ask your question.

(Laura Jarrellski): Hi. When would you have the exhibitor kits available for the both?

(Juli): Hi. Those should be available very soon, we're hoping within the next week or so. And that's coming in conjunction to the exhibitor sponsor registration portal.

Coordinator: And (Jay Hertz) you may ask your question.

(Jay Hertz): Yes. I have two actually. Can you go over where that portal's going to be again? Would that be in the email that they set with confirmation of our application being accepted?

(Juli): Yes. That's a great question. That is where it will be - the registration link is within that portal that they originally sent which gives information about the program guide, about the exhibitor kit, etc. That's where that will be posted as well. Within that there is a section for registration so you'll click that drop-down section and that's where the link will be.

(Jay Hertz): All right. And for the second one regarding the success stories is there somewhere where we can easily access information that you might need for the success stories?

(Juli): We'd be happy to send you an email with that information. If you want to give us your email address or send an email to SUSAEvents@trade.gov we can send a document which has all of that information. And anyone else that would like that we'd be happy to send some additional information.

Coordinator: Thank you. (Randi Tiserisec) you may go ahead.

(Randi Tiserisec): If we have people registering for the full Summit who are also going to be working at our booth do they need to do anything? Do they need to register under an exhibitor category rather than just as a regular registrant or do we need to give them a special link so they're associated with our booth or not?

Bill Burwell: I believe the opposite situation would be most important which is if you have people who are just officially manning your booth that we would need to make sure they get registered.

(Randi Tiserisec): Right.

Bill Burwell: But the personnel that have registered for the conference would be able to move back and forth without an issue.

(Randi Tiserisec): Okay thanks.

Coordinator: (Lawrence Revatar) you may go ahead.

(Lawrence Revatar): On the collection for the success stories the first category that you mentioned does that include - are you including in that expansions or additional capital that's been invested in the past year or so or are you only looking for newer Greenfield investments?

Felicia Pullam: Hi. That sounds like a great idea. If a company recently announced a new expansion, I think then that shows how much they're succeeding and how much they're really enjoying their current location. So we'd love those stories.

(Lawrence Revatar): Perfect thanks.

Felicia Pullam: Thanks.

Coordinator: Thank you. (Stephanie Dembski) you may go ahead.

(Stephanie Dembski): Yes. When do you expect to have your online matchmaking tool available please?

Bill Burwell: The matchmaking tool will be available about six weeks prior to the event so that should put it about the beginning May.

(Stephanie Dembski): Thank you.

Bill Burwell: You're welcome.

Coordinator: And (Jay Hertz) you may ask your question.

(Jay Hertz): Is there a due date for the logos that we need to submit them in the format that you need them in?

(Juli): That information should be available in the exhibitor kit.

(Jay Hertz): Okay.

(Juli): We can double check on that, but that is on the portal that you'd be able to add your logo as well. We would recommend as soon as possible but that specific information will be there as well.

(Jay Hertz): All right perfect. Thank you.

Coordinator: (Eric Borsch) you may go ahead.

(Eric Borsch): I want to ask about engaging with mayors, governors, and government officials - if there were any tips or tricks or things you recommended regarding that?

Bill Burwell: Yes. Well there's a few - first of all we would certainly like to know any mayors, governors, or elected officials that will be potentially coming from your states. That would be important to us to understand. And we would - based on who's coming and the number of people coming - have a variety of options that we would consider. I know Felicia Pullam who's on the line to talk to you about the investment announcement is also a person who would like to know that information.

Also, last year at the Summit we had a few pull aside opportunities for audiences like that where we would have either a small engagements or opportunities to interact. So at this point we're very interested in knowing intentions of people like that to participate. And we are in that stage of just building awareness as to who's coming so we could see what sort of appropriate programming we could have.

(Eric Borsch): That's great.

Felicia Pullam: This is Felicia. Just to add to that I know that in the Secretary's Office here at the Department of Commerce the Office of Intergovernmental Affairs is also very, very interested in is working with us on local elected participation as well as governors. And we may also be looking for different ways that we can amplify their participation if that's something that they want.

(Eric Borsch): Great. Felicia can I - to get your contact information or should I just email SUSAs Events?

Felicia Pullam: Sure or my email address is Felicia.Pullam@trade.gov.

(Eric Borsch): Thank you.

Felicia Pullam: No worries. Thank you.

Coordinator: (Heather Engleback) you may ask your question.

(Heather Engleback): Hi. I was just wondering if the attendees list will be made available before the matchmaking tool is live on the website or if it's sort of concurrent?

Bill Burwell: It is sort of concurrent. So the process with the matchmaking tool is that we need to wait until there's a pretty robust population of people in the system so that you can all request meetings. So that will be sort of simultaneously announced - that the tool is up and able to be used for appointment setting. And then you can see the population of folks who will be at the Summit. So there won't necessarily be a roster of people in those prior to that. It'll sort of be simultaneously announced if I understood your question correctly.

(Heather Engleback): Yes. That's it. Thank you.

Bill Burwell: Okay you're welcome.

(Juli): We did also just want to encourage everyone - I know we've said it a few times on this call - that really any questions that come up we are happy to answer or find those answers for you. So again it's SUSAevents@trade.gov. We will be able to assist with anything.

Coordinator: And at this time I'm showing no further questions.

Bill Burwell: Okay. Thank you very much. I think we're all set to conclude.

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